



**VIA E-FILING**

November 16, 2022

Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
P.O. Box 3265  
Harrisburg, PA 17105-3265

**RE: PA Public Utility Commission v. Aqua Pennsylvania, Inc.  
Docket No. R-2021-3027385  
PA Public Utility Commission v. Aqua Pennsylvania Wastewater, Inc.  
Docket No. R-2021-3027386**

Dear Secretary Chiavetta:

In accordance with the Pennsylvania Public Utility Commission's ("Commission") Opinion and Order entered May 15, 2022 at the above referenced dockets, Aqua Pennsylvania, Inc. and Aqua Pennsylvania Wastewater, Inc. (collectively "Aqua" or "Company") submits its initial Consumer Education and Outreach Plan ("CEOP"). Development of the CEOP included input from the Helping Hand Collaborative, which participants included representatives of the Office of Consumer Advocate, Pennsylvania Utility Law Project and the Commission's Office of Communications. As noted in the CEOP, the Company intends to continue to enhance the Plan through a series of ongoing discussions with stakeholders. Along with the CEOP, the Company has provided a sample outreach piece that will be used in its outreach efforts. The Company will annually file a CEOP until the next base rate proceeding or another proceeding addressing universal service programs. Also included is the verification of Rita F. Black.

If you have any questions regarding the CEOP, please contact me at 610-645-1170 or Rita Black – Director, Community Assistance Programs at 412-208-6530.

Sincerely,

*Mary McFall Hopper*

Mary McFall Hopper  
Regulatory Counsel

cc: Certificate of Service

Enclosures

**BEFORE THE  
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

<b>PA Public Utility Commission v. Aqua Pennsylvania, Inc.</b>	: : :	<b>Docket No. R-2021-3027385</b>
<b>PA Public Utility Commission v. Aqua Pennsylvania Wastewater, Inc.</b>	: :	<b>Docket No. R-2021-3027386</b>

**CERTIFICATE OF SERVICE**

I hereby certify that I have this day served a true and correct copy of the foregoing document upon the individuals and in the manner listed below, in accordance with the requirements of 52 Pa. Code § 1.54 (relating to service by a participant).

**VIA E-MAIL**

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Dated: November 16, 2022

## VERIFICATION

I, Rita F. Black, Director, Community Assistance Programs, hereby state that the facts set forth in the foregoing letter dated November 16, 2022 at Docket No. R-2021-3027385 and R-2021-3027386 are true and correct to the best of my knowledge, information, and belief and that I expect to be able to prove the same at any hearing held in this matter. I understand that my statement herein is make subject to the penalties of 18 Pa. C.S.§4904 (relating to unsworn falsification to authorities).

A handwritten signature in black ink, appearing to read "Rita F. Black", written over a horizontal line.

Rita F. Black  
Director, Community Assistance Programs  
Essential Utilities, Inc.

Dated: November 16, 2022

## Aqua Pennsylvania Consumer Education and Outreach Plan

Purpose:

- To provide a multi-pronged approach to consumer education with the goal of creating awareness of Aqua’s new programs and connecting eligible populations to enrollment.
- To reach eligible customers, particularly those who are payment troubled or have very low income.
- To develop partnerships with other utilities and community social service agencies to connect eligible customers with the resource of Aqua CAP.

### General Audience Education & Outreach Activities

Activity	Frequency
Bill Inserts	At least once annually
Website self-screening tool (in development)	Available 24/7
Website program information	Available 24/7
Social Media Advertisements	Periodic advertisements to increase awareness that include a link to begin the online application for CAP.
Community education	Posters/handouts provided to schools, churches and social service agencies.

### Additional Target Audience Education & Outreach Activities

Activity	Details
Incoming callers screened for eligibility	Application for service; bill payment discussions; termination/restoration calls; PFA calls
Direct mailing to current Helping Hand participants	Letter to Helping Hand participants that describes the additional benefits available in the new CAP.
Focused outreach to LIHWAP recipients	Letter/email to LIHWAP recipients offering the new CAP. This will emphasize income documentation is not required since LIHWAP can be used as proof of income eligibility.
Email Campaign to payment troubled households	Identify customers with arrears and/or low income using Aqua’s billing system to generate an email campaign with links to Aqua’s website to learn more and begin the application process through the online application.
Limited Income Events	Provide representatives and materials to local events: senior fairs, resource fairs, etc.
Direct calls to at risk customers	Using reporting of customers in arrears with potential low or limited incomes, members of the Community Assistance Programs team will make outbound calls and/or send letters.
Maintaining program info on resource websites	Use of Findhelp.org and PA 2-1-1 websites and others as identified.
Field contact employee referrals	Variety of tools including door hangers and flyers that will be maintained by Operations staff in their vehicles that can be shared with customers directly.

## Annual Training/Community Education Opportunities

Association	Training/Support
PA 211 Call Center	Training provided at least once per year regarding CAP eligibility and enrollment processes and water leak repair program.
Resource Fairs	Held throughout the service territory on various dates. Aqua staff will answer questions/distribute information.
BeUtilityWise	Annual participation in planning, program development and presentations to attendees regarding Aqua CAP.
Train the Trainer events	Offer training to additional local agencies, community partners.
Utility sponsored zoom/in-person events	Partner with gas and electric utilities to participate in utility focused outreach efforts
Outreach mailings	Targeting school districts with a high percentage of free/reduced lunch students; local churches

## Special Needs/Limited English Proficiency/Protection From Abuse

- Outreach materials (posters/handouts) will be prepared in both English and Spanish translations. We will also provide materials in other languages if we find a need for a particular population.
- Support to vulnerable customers provided by CARES representatives when customers are having difficulty understanding and/or completing steps to enroll in CAP.

## CAP Enrollment Methods

Method	Availability
Self-service online application	Available 24/7 at <a href="https://www.hardshiptools.org/MyApp/">https://www.hardshiptools.org/MyApp/</a>
Via telephone	Monday through Friday from 8 a.m. to 4:30 p.m. Customers can begin the application process and learn how to submit the required documentation to complete their enrollment.
Dollar Energy Fund Screening Agency	Applications by appointment with local agencies.

## Ease of Enrollment Efforts

- No income documentation required if customer has received LIHWAP.
- Online application available at: <https://www.hardshiptools.org/MyApp/>.
- Income documents can be submitted via upload, fax or US mail.

## **Consumer Education & Outreach Plan Enhancements**

As these programs are new for Aqua Pennsylvania, establishing connections within the social service community and engagement from stakeholders will be important to building up the number and variety of outreach efforts and materials. In order to ensure the continued development of the CEOP receives appropriate attention, the Company plans to hold virtual stakeholder meetings at least three times during 2023. Invitations to participate will include members of the Office of Consumer Advocate, Pennsylvania Utility Law Project, PA PUC Office of Investigation & Enforcement, Bureau of Consumer Services, Office of Communications and social service agencies. Discussion topics will include:

- Form/messaging/imagery used in promotional pieces
- Readability and accessibility review
- Best practices implemented in other utility programs

DRAFT

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An Essential Utilities Company

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paying your  
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wastewater bills?

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Apply online at  
[www.hardshiptools.org/MyApp](http://www.hardshiptools.org/MyApp)



Apply over the phone at  
**1-888-282-6816**

